



Web Site Design Document

New Village Properties, Inc

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1. INTRODUCTION

Before we begin the visual design of any logo or web site, ExcellentWorks conducts as much research as possible regarding the company, their product and business requirements. New Village Properties sells new homes, specifically Bungalow and Craftsman styled homes. While the homes are new, these styles were developed in the early 1900's. New Village Properties is committed to maintaining that style including the colors and simplicity of the architecture and the general look and feel of homes in that era. ExcellentWorks has created a simple yet functional logo and web design that will allow for images of the homes to take center stage. The web design will let potential customers discover, through careful placement of content and navigation on your web site, that New Village Properties builds quality homes. As well, the site lends itself to future expansion.

2. LOGO DESIGN

The first step in designing your “presence” was to create a logo. The front porches of both Bungalow and Craftsman styled homes were a focal point of their architecture. We isolated that feature and created a simple logo around it (pictured below). The design is simple and linear to evoke a calming, trusting feeling and the selection in colors and font were carefully thought out. (More detail on the color and font selection follow.) We then tested the logo to ensure it's use in different applications such as business cards as well as stationery. It is important that your business have a consistent look and feel across all New Village Marketing materials.



Color Selection

In the 1900's the colors traditionally found on Bungalow and Craftsman style homes were pastels. Homes were painted pastel yellows, pinks, greens and even purples, much like the Victorian homes of the same period. We have

chosen three of these colors in the design of the New Village Properties logo. They are as follows

Yellow RGB Value = 236, 236, 194

Green RGB Value = 178, 193, 178

Tan RGB Value = 165, 141, 124

These colors together create a “warm and friendly” feel of an old village, with a simple elegant style that indicates quality. The simplicity and stability of the lines in the design will allow the images of the homes in your marketing materials to be the main attraction.

Font Selection

In choosing a font we wanted to select an “older,” more traditional font that reflects the vintage style of New Village homes. We found this in a font called “Garamond,” originally developed in the 1500’s. We also wanted to contrast that font with one that was a bit more modern, more rounded, to communicate that these are indeed new homes built by a modern company. Our font selection was Myriad originally designed in the late 1980’s.

3. WEB SITE DESIGN

Colors and Font Selection

The colors and fonts were predetermined in the design of the logo and carried through to the site design. We added white to the design so that the content text in black can be easily read against the white background. The use of Garamond was continued on the headers on the sub page. Myriad was used in the global “Village” navigation as well as in the utility navigation in the upper right hand corner. Arial text will be used in all the content as it is the most popular sans serif font used on the web and has been indicated through research to be the most easily read.

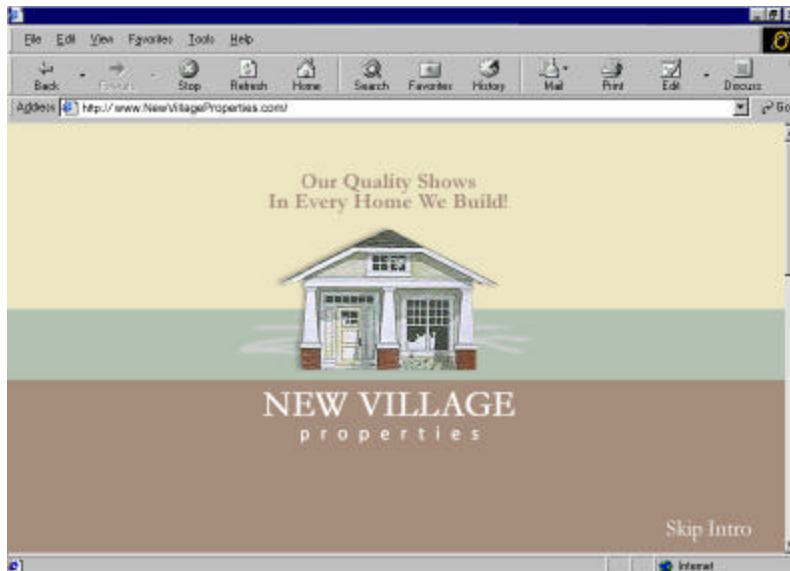
Navigation and Links

The “Village” of links that comprises the global navigation will remain consistent across the top of each page of your site. (See images of Home Page and Sub Page below) The “house buttons” will be labeled with the header of the page and will turn white when the mouse is placed over them indicating that it is a link. This navigation strip will allow the user to navigate to any of the site’s main pages from anywhere in the site. The user will know what page he/she is on by the white color in the corresponding house on the navigational strip.

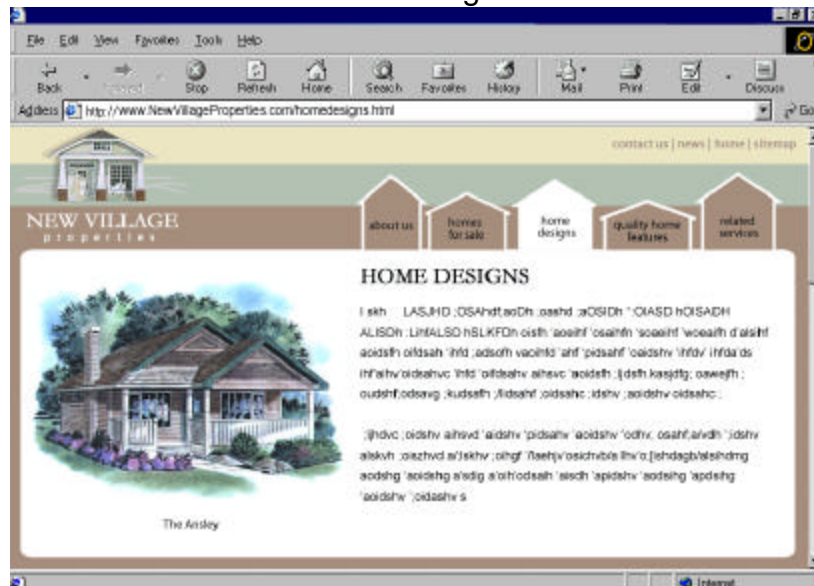
The global “Village” navigation can be expanded for future categories simply by adding a new “house.” The buttons are created separately and there is space to allow for 2-3 more. Any more than eight or nine has shown to be too many to be an efficient and usable navigation structure.

The “utility” navigation will be located at the top of each page in the upper right hand corner. This navigation will contain items that are not part of the Global navigation, but are secondary and still need to remain accessible. The color will change to the selected green when the mouse touches the text link indicating that it is a link. While the user is on the corresponding page, the link will remain green.

Sub-navigational text links will appear on certain global pages, an example being the Home Designs page. This navigation will be contained in a tan colored bar that sits just below the global navigation. It will contain text links in the selected yellow to the appropriate sub-pages.



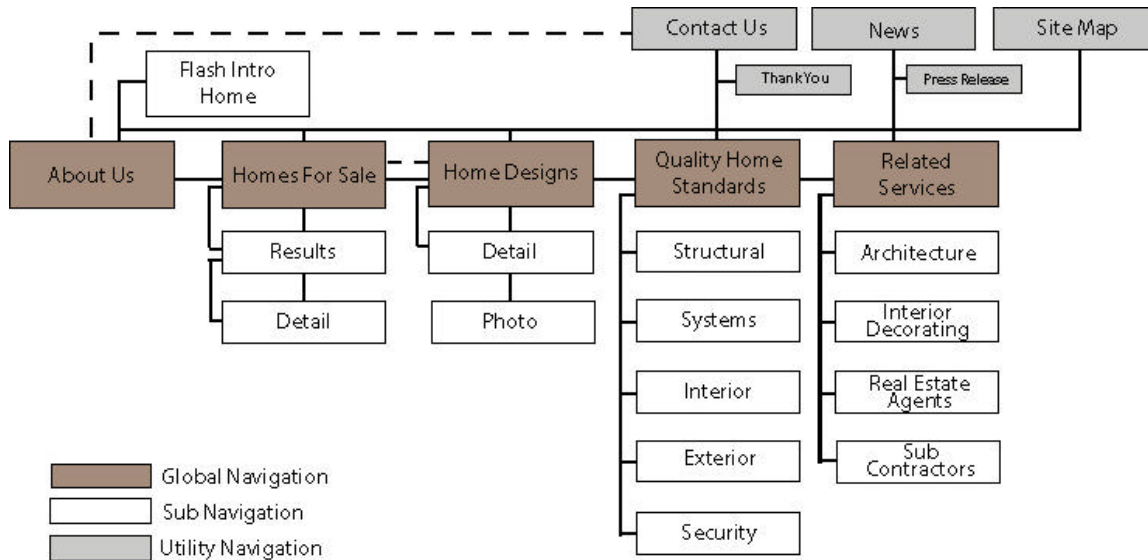
Home Page



Sub Page

4. SITE MAP

Below is an image of the site map. This is a graphical representation of the relationship of the pages contained within your site. Global navigation is indicated in tan, utility navigation in gray and sub-navigation in white.



5. CONCLUSION

ExcellentWorks, in considering business and functional requirements and the historical aspects of the New Village product has created a design that is simple, effective, easy to use, visually appealing and can grow with your business needs.